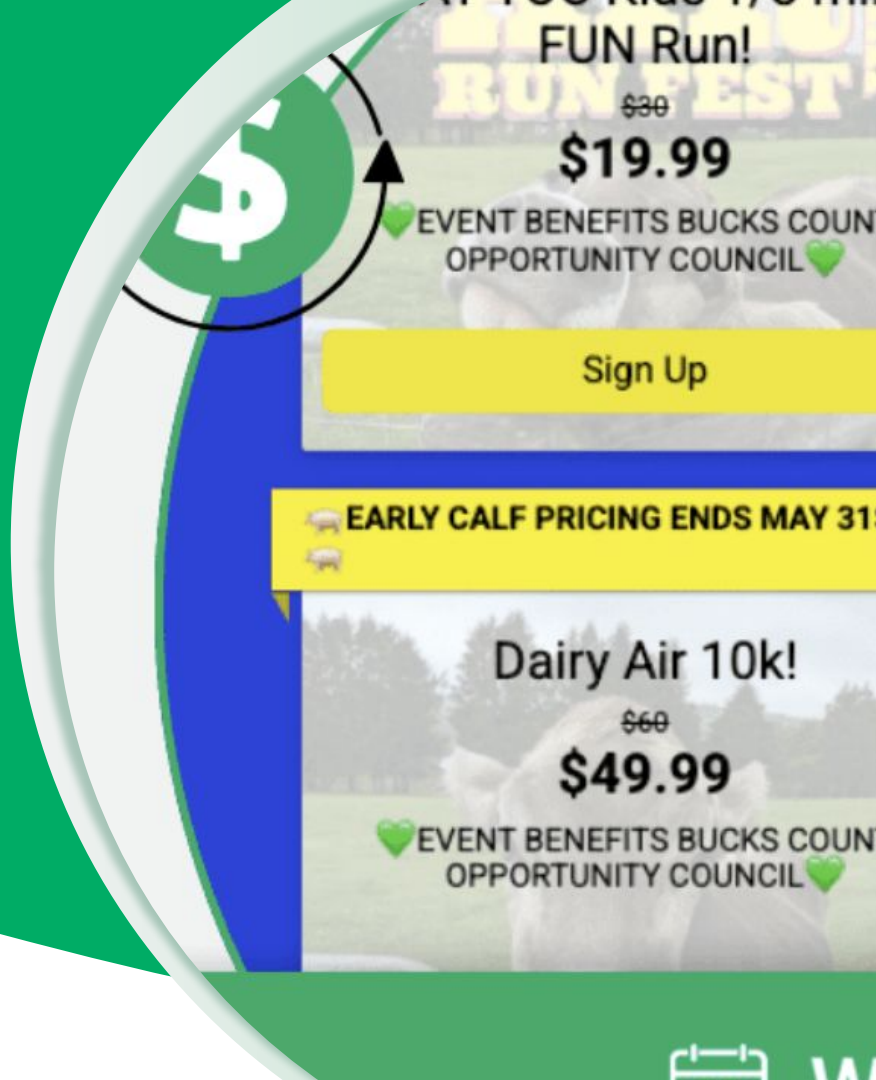


## TIMER REVENUE SERIES



# Registration as a Timer Service

*July 8, 2025*





# Resources

- need to encourage timers to get RunSignup Timer Certification: Course materials on website:

-Timer Certification Marketing Module:

[https://docs.google.com/presentation/d/1S\\_KG0yKWtoejmAHKp-WQvC2vIMmEAG6oeZlaBlotWg/edit?usp=sharing](https://docs.google.com/presentation/d/1S_KG0yKWtoejmAHKp-WQvC2vIMmEAG6oeZlaBlotWg/edit?usp=sharing)

-Timer Certification Intro Module:

<https://docs.google.com/presentation/d/11Nd7BX0XtL9wuYedm3SpK49VYVYwlQck/edit?usp=sharing&ouid=116488976569772445551&rtpof=true&sd=true>

Timer Education Summit:

<https://docs.google.com/presentation/d/1ntkUGvnYNaVxwQ4ibDFm4VeB2jc8QAVkzWQuNymXuVE/edit?usp=sharing>

RaceDay Registration (older one):

<https://docs.google.com/presentation/d/1DEvnnCLhn9NZ76k1w0M6citDRZoOei7WqKPnmKbn-x4/edit?usp=sharing>





# Today's Agenda

- **Timer Revenue Series**
- **What is Registration as a Service, and why should you offer it?**
- **Knowing your Customers' Goals**
- **Key Points/Best Practices**
- **Teaching the Customer**
- **Sandbox Race**
- **Pricing Ideas**
- **Get Certified!**





# Timer Revenue Series







# RunSignup Timer Revenue Generation Series

**TIMER REVENUE  
SERIES**

**Track Meet and  
Tickets:**  
New Revenue for Timers



TIMER TIP TUESDAY  WEBINAR

**TIMER REVENUE  
SERIES**

**Creative Ways to  
Increase Revenue  
for Timers**



TIMER TIP TUESDAY  WEBINAR

**TIMER REVENUE  
SERIES**

**Maximizing Revenue  
with RaceJoy:  
for Certified Timers**



TIMER TIP TUESDAY  WEBINAR

**Watch On Demand  
Recorded Sessions**





# Registration as a Service





# What is it?

Every single one of us has worked with a customer who has set up their registration incorrectly, whether that's forgetting to require answers to an important question, using a question to identify what distance someone is competing in, or just plain dumping a terrible Google Sheet in your lap.

Consulting with the race to set up an appealing and well thought-out registration flow is a skill that we take for granted as Timers, but can be offering as a service to our organizers.

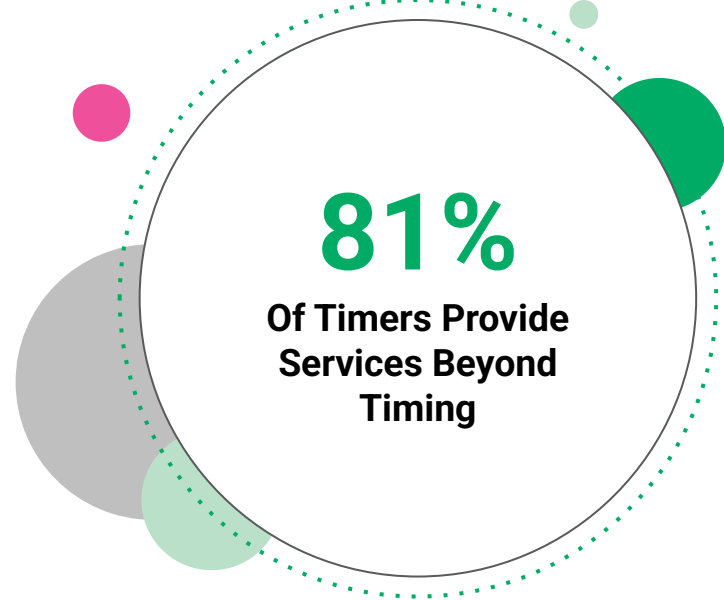
In the end, the organizer gets more registrations, the participants have less confusions, and the Timer gets paid to have better data.





## Timer Industry **Services Beyond Timing**

Timing a race can be the jumping off point to many other revenue streams.





# Top Services Timers Provide Beyond Timing

## Majority of Timers Provide (50%+)

1. Registration Setup and Management
2. Race Directing, Event Management
3. Check-In Management
4. Course Certification & Set Up
5. Event Marketing
6. Item Rentals
7. Custom Shirts or Bibs

Choices	Response percent
Registration Setup and Management	85.62%
Race Directing, Event Management	76.47%
Check-in Management	62.09%
Course Certification & Set Up	55.56%
Event Marketing	55.56%
Item Rentals: Barricades, video displays, cones, etc.	52.29%
Custom Shirts or Bibs	50.33%
Photos	44.44%
Participant Tracking	43.14%
Race Staff or Volunteer Management	41.18%
Branded Promotion Items (awards, medals, shirts, etc)	32.68%
Custom Website	24.84%
Tickets for Related Events and/or Activities	18.95%
Expo Management	13.73%
Sponsorship Sales	11.11%







# Why you should offer Registration as a Service

- More money for better data
- Better oversight of how the scoring will be structured
  - Are you asking specific questions?
  - Are those questions usable in the scoring software?
- Positions the Timer as the Race's technology expert
- Ability to implement registration methods that you've seen go well elsewhere
- Potential partner revenue
- Makes a "stickier" relationship with the Race

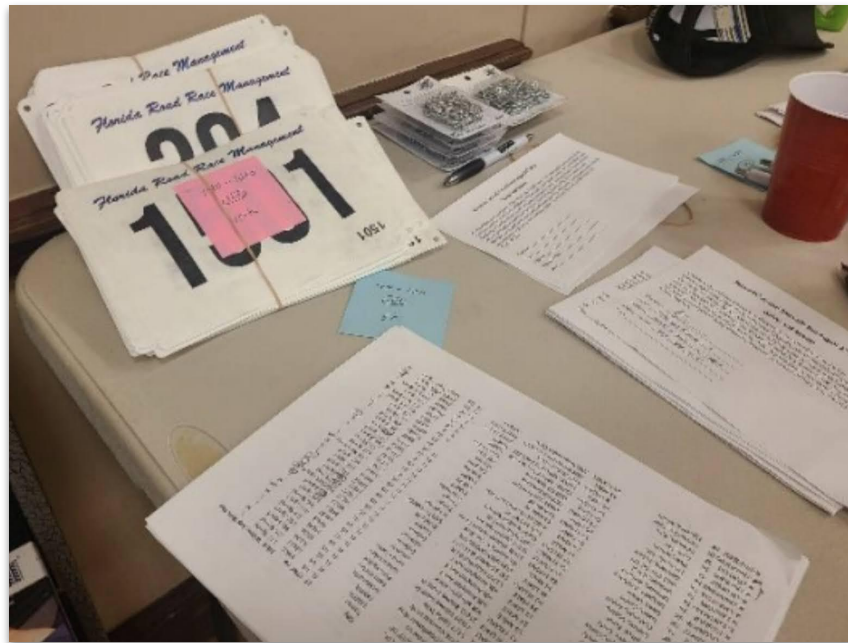


# Knowing Your Customers' Goals

What type of race or event is it? What is their primary goal?

- Fundraising event (donation/peer-to-peer focused)
- Competitive race
- Relay
- Team-focused event
- Community event

RunSignup has tools to help all of the above. Have a “discovery” conversation to learn more about each race’s needs.



# Best Practices (For Every Race)

Features you should “sell” every race on

- **Referral Rewards:** Offer a refund or swag reward for referring more than X people
  - *Example: For every 5 referred registrations, automatic refund of \$25*
- **Insurance:** Registration Insurance through Protecht/FanShield brings in revenue for the race (20% cut of all premiums sold) and helps registrants feel protected in case of injury or a qualified conflict
- **Price Increases:** Incentivize early registration by offering– and marketing– a significant price difference if participants register by a certain date. You can enable automated emails to communicate this.

**\$20**

Average Refund for  
Referral Programs  
with a Threshold of  
3-5 Referrals

**7%**

of All Transactions  
came from referrals  
in 2024

## More Best Practices (For Most Races)

- **Teams:** Even if the race doesn't do team scoring or have an official team program, enabling the feature at the most basic level will provide some organic marketing– participants can set up their own social teams and invite their friends to join them
- **Donation checkout add-on:** If the race benefits a charity, enable the donation checkout add-on (Donations >> Setup) to encourage last minute donations
- **Giveaways:** Most races offer a free giveaway, such as a T-shirt. If the race is wanting to charge for a giveaway, or sell additional items, review the need with them and see if an add-on is a better feature for them.

**31%**  
of registrants  
joined a team  
when prompted

💰 Add a Donation

☐ None ☐ \$1 ☐ \$5 ☐ \$10

# Common Setup Considerations

*Discuss these with your races!*

- **Caps:** Are there caps on the race, on specific events, or just a T-shirt cutoff date?
- **Questions:** Does the race need to collect any question responses?
  - Emergency Contact Name and Phone
  - Emergency SMS (Phone Number Opt-in)
  - Estimated Finish Time

Friends (timers) don't let friends (race directors) use the **Essay** question type. These are not easy to report on later.

Also, **Checkbox** questions cannot be used for timing purposes. If your race needs to collect question responses related to scoring ("Are you a firefighter?"), steer them to a different question type (like **Yes/No**, **Radio**, or **Select Menu**).

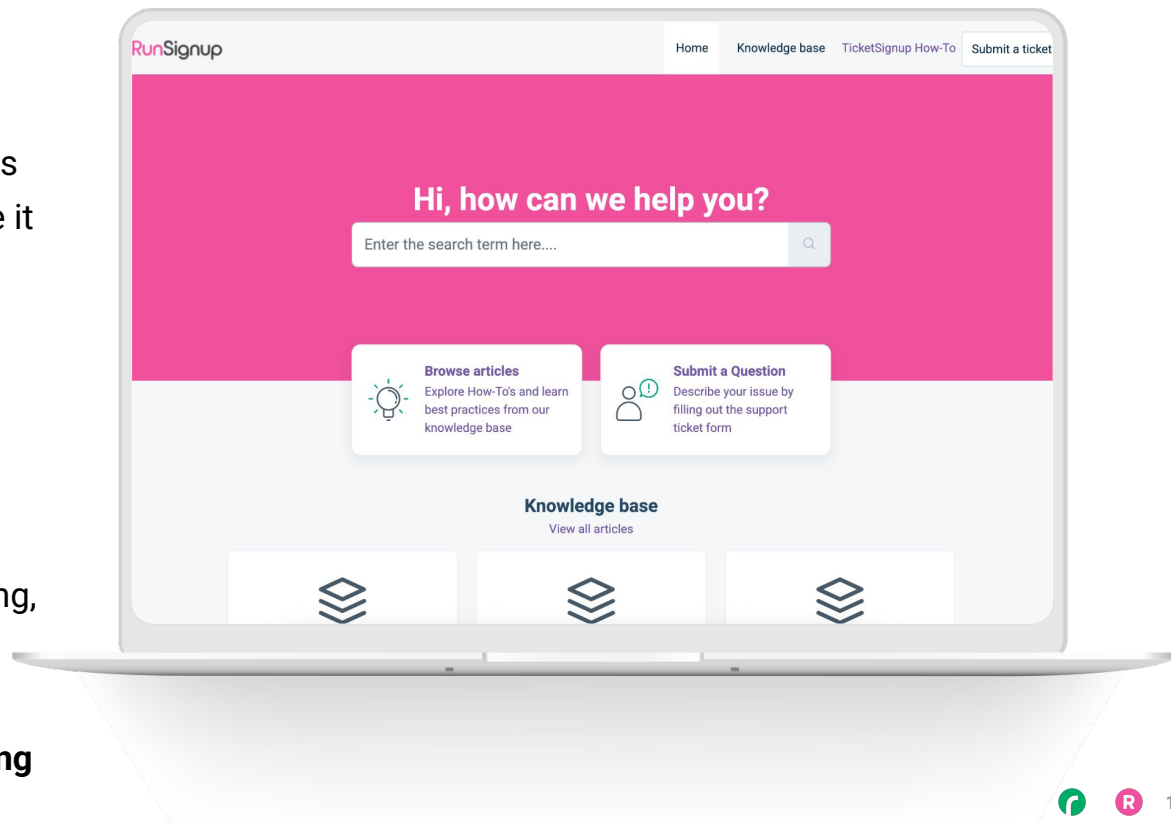
⌵ ⬆ ⬇ Tell us your "story"...why do you run? Why are you running this race? What is something interesting about you?

⌵ ⬆ ⬇ What is your estimated finish time for this race? (This time will be used for seeding purposes.)



# Access and Training

- Giving your race directors some visibility into their own dashboard is recommended, even if you manage it for them
- Payment account setup for new races
- Offer to train them on how to pull reports and look up participant information
- Division of responsibility– marketing, website, email, participant info changes
- **Race >> Secure Access/Info Sharing**



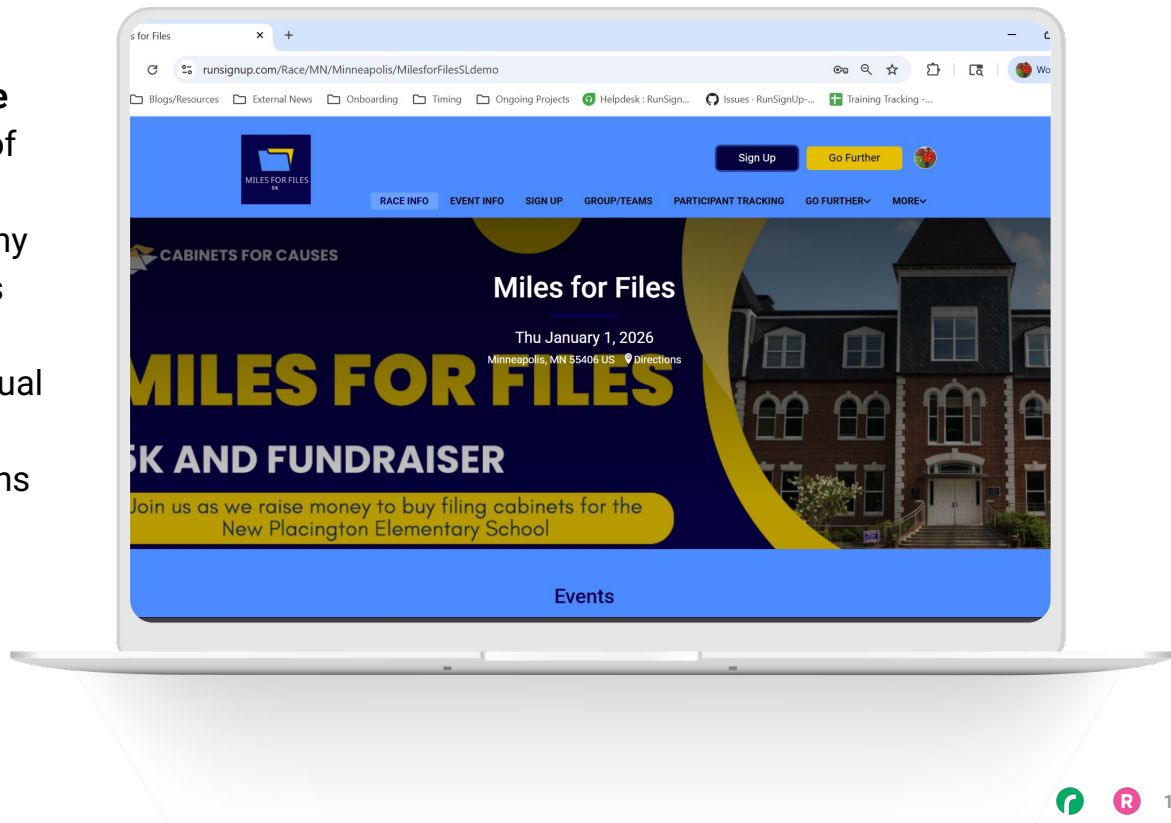
# Creating a Sandbox Race



# Create a Sandbox Race

## Every Timer should have a Sandbox Race

- Easily show the Race an example of the registration flow
- Shows reporting without sharing any information about other customers
- Easily demonstrates participant management without affecting actual registrants or registration numbers
- Good for testing scoring integrations
- Helps keep up to date with new RunSignup feature releases



# Pricing Strategies







# Pricing Strategies

## Offer Registration Setup as part of your basic fee

- Good for new relationships and races
- Can be a useful method to get a race onto your Partner account

## Set a base number that needs to be met (e.g. no charge if the race is below 250 registrations)

- Shows you believe you can grow the race
- Makes sure the race hits their benchmarks

## Use Timer Fees to simplify the arrangement

- Charged to the participant, invoicing not required
- *This may be trickier to set up depending on how you use Timer Fees across other races*





# RUNSIGNUP TIMER CERTIFICATION



# RunSignup Timer Certification

## Get Certified!

- RunSignup Certification Program Available
- Training on registration and marketing tools
- Receive official RunSignup Certified status on website and certification badge.
- Timers with all four badges show up first in Timer Searches



Questions?





# Reminder: Upcoming RunSignup Timer Revenue Generation Series

**TIMER REVENUE SERIES**

**Marketing as a Service**

**Referral Tracking**

- Set up Referral Tracking  
Enable or disable referral tracking and set up op
- Set up Referral Codes for Exist  
Assign a referral code to all existing registration
- Manage Referral Codes

**TIMER TIP TUESDAY** **WEBINAR**

**Timer Tip Tuesday:  
Marketing as a Service**

July 22 at 12pm ET

...

# Thank You For Joining Us Today







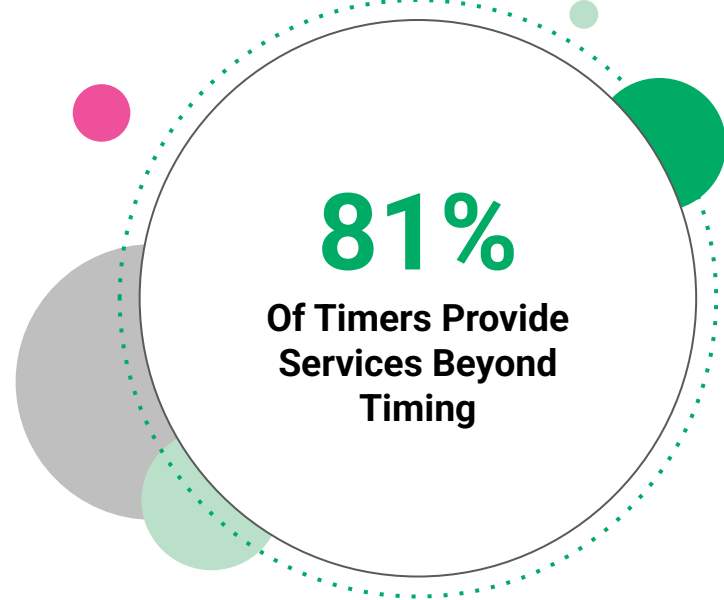


Ways to increase registrations = increased revenue (improved experience, marketing, etc.



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# RunSignup Timer Revenue Generation Series

**TIMER REVENUE  
SERIES**





## Track Meet and Tickets:

New Revenue for Timers

**TIMER TIP TUESDAY**

 **WEBINAR**

**TIMER REVENUE  
SERIES**



## Maximizing Revenue with RaceJoy: for Certified Timers




**TIMER TIP TUESDAY**

 **WEBINAR**

**Watch On Demand  
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# RunSignup Timer Revenue Generation Series



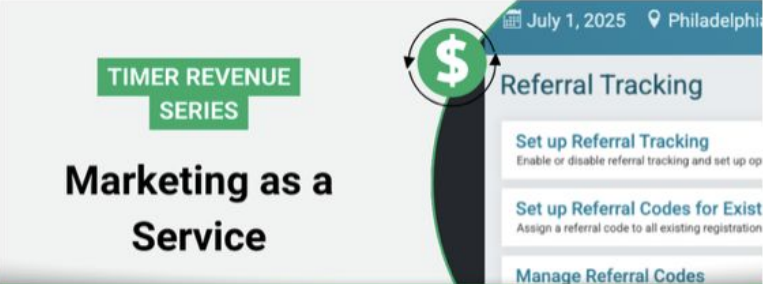
The screenshot shows a RunSignup event page. A green banner at the top left reads 'TIMER REVENUE SERIES'. Below it, the text 'Registration as a Service' is displayed. The main content area features several event listings: 'AY YOU Kids 1/3 mile FUN Run!' for \$19.99, 'Dairy Air 10k!' for \$49.99, and 'Dairy Air 10k!' for \$7. A green circular icon with a white dollar sign and a curved arrow is positioned over the event listings. At the bottom, a green bar contains the text 'TIMER TIP TUESDAY' and 'WEBINAR'.

**Registration as a Service**

TIMER TIP TUESDAY WEBINAR

Timer Tip Tuesday:  
Registration as a Service

July 8 20 at 12pm ET



The screenshot shows the 'Referral Tracking' section of the RunSignup website. A green banner at the top left reads 'TIMER REVENUE SERIES'. Below it, the text 'Marketing as a Service' is displayed. The main content area features a 'Referral Tracking' section with options to 'Set up Referral Tracking', 'Set up Referral Codes for Existing Registrations', and 'Manage Referral Codes'. A green circular icon with a white dollar sign and a curved arrow is positioned over the 'Referral Tracking' section. At the bottom, a green bar contains the text 'TIMER TIP TUESDAY' and 'WEBINAR'.

**Marketing as a Service**

TIMER TIP TUESDAY WEBINAR

Timer Tip Tuesday:  
Marketing as a Service

July 22 at 12pm ET











# REMINDER Upcoming RunSignup Timer Revenue Generation Series

**TIMER REVENUE SERIES**

**Registration as a Service**

AY YOU Kids 1/3 mile FUN Run! \$19.99  
Dairy Air 10k! \$49.99

TIMER TIP TUESDAY WEBINAR

Timer Tip Tuesday:  
Registration as a Service

July 8 20 at 12pm ET

**TIMER REVENUE SERIES**

**Marketing as a Service**

Referral Tracking  
Set up Referral Tracking  
Set up Referral Codes for Existing Registrations  
Manage Referral Codes

TIMER TIP TUESDAY WEBINAR

Timer Tip Tuesday:  
Marketing as a Service

July 22 at 12pm ET



...

# Questions?

## Thank You For Joining Us Today





# Headline Goes Here Roboto Normal 40pt **Roboto Black 40pt**

*Subtitle Goes Here • Roboto Italic 15pt*



# Today's **Agenda**

*Subtitle Goes Here*

- Section Title for Topic Number One
- Section Title for Topic Number Two
- Section Title for Topic Number Three
- Section Title for Topic Number Four
- Section Title for Topic Number Five
- Section Title for Topic Number Six
- Section Title for Topic Number Seven



# Section Title Goes Here

*Subtitle Goes Here*

- Section Title for Topic Number One
- Section Title for Topic Number Two
- Section Title for Topic Number Three
- Section Title for Topic Number Four
- Section Title for Topic Number Five





# Hear From Our Customers

**Jane Doe** • Job Title Goes Here  
Company Name Goes Here

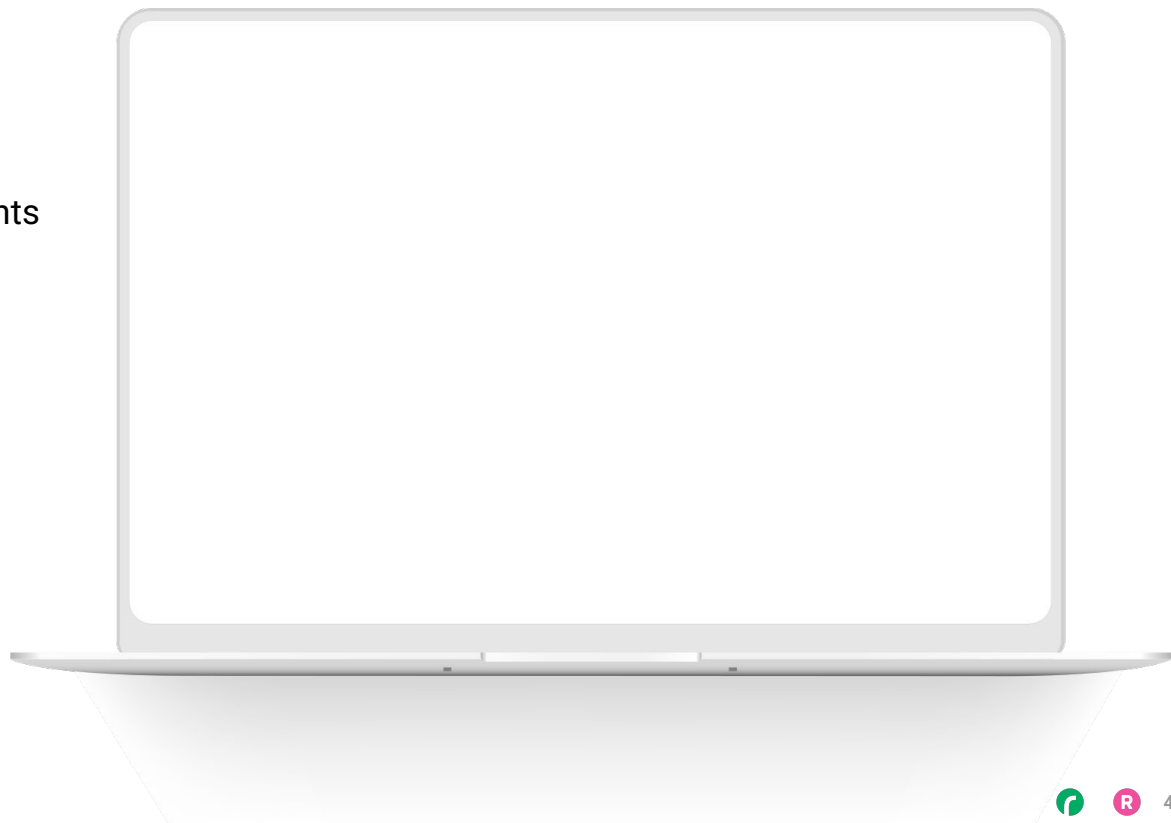
**“Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Mauris  
nec arcu orci. Curabitur aliquet, felis id  
varius sodales, odio turpis dignissim eros,  
et ultricies purus erat non elit. Sed purus  
magna, efficitur euismod est condimentum,  
tincidunt eleifend odio. Phasellus sed dolor  
quis est mattis facilisis in non tortor.  
Pellentesque ex nibh, eleifend sed urna  
et, mattis interdum diam.”**

# Page Title Goes Here

*Subtitle Goes Here*

A couple of short sentences or bullet points about the displayed screenshot go here.

Limit the number of words for maximum retention.





# Page Title Goes Here

*Subtitle Goes Here*

Content Label

Topic Title Goes Here:

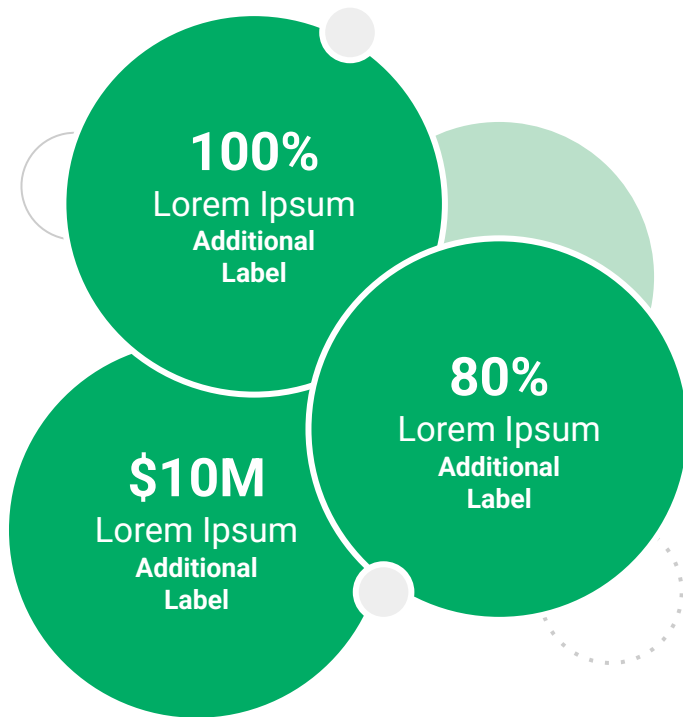
**Month 00** • Lorem ipsum dolor sit amet

**Month 00** • Lorem ipsum dolor sit amet

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# Page Title Goes Here

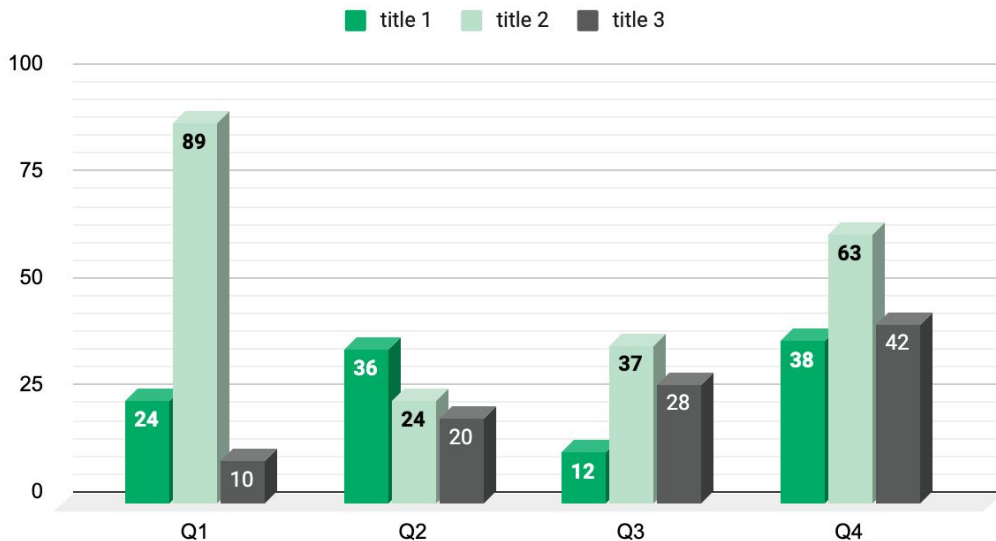
*Subtitle Goes Here*

Content Label

Topic Title Goes Here

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet

**Graph Title Goes Here**



# Page Title Goes Here

*Subtitle Goes Here*

**This layout is for use with two columns of text and no images or screenshots.**

- This layout is best for content with short, bulleted list items
- Use as little text as possible
- Slides should be a visual aid to what you're saying

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# Graphic Elements For Use

*Use these graphics to create your own layouts  
and add dynamic content to your pages*

- New Logos
- Icons
- Stat Bubbles
- Basic Charts & Graphs
- Screenshot Photography
- Live Event Photography



# Main Logos



# RaceDay Suite Logos





# General Icons



DASHBOARD  
LOCATION



DASHBOARD  
LOCATION



SOLUTION



SOLUTION

# RaceDay Icons

## Generic



## Users • Customers • People



## Payments



## Swag Store



## Endurance Events



# RunSignup Icons

## Generic



## Users • Customers • People



## Payments



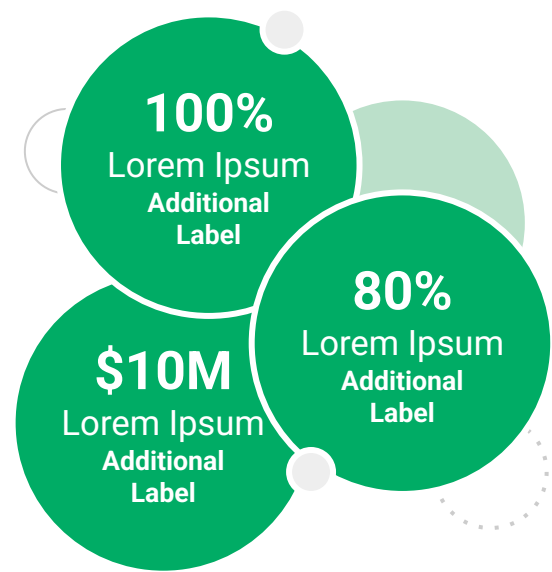
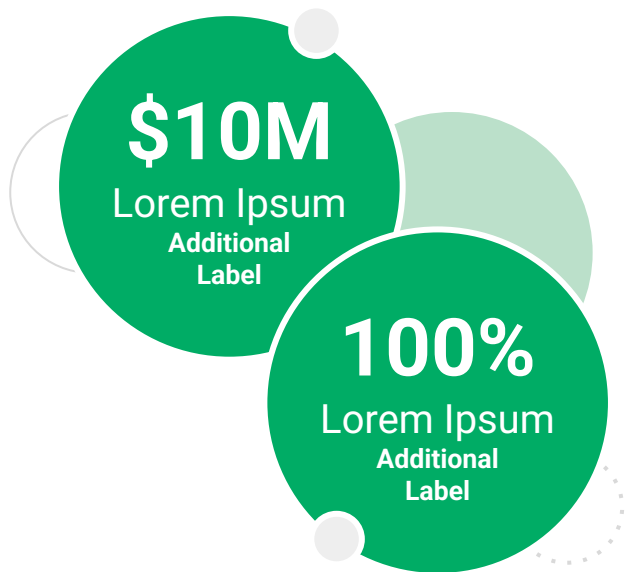
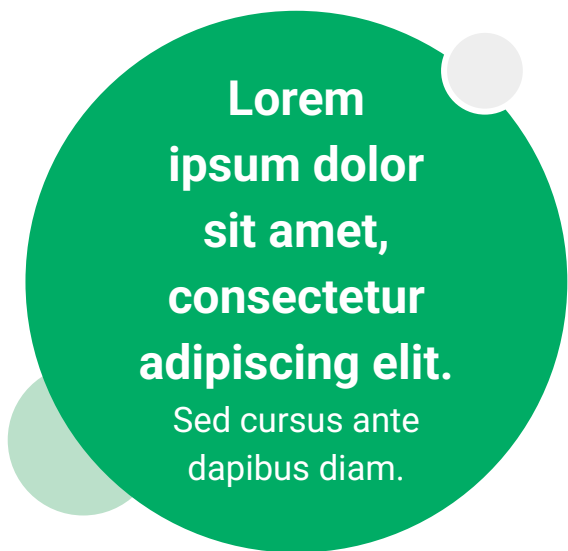
## Swag Store



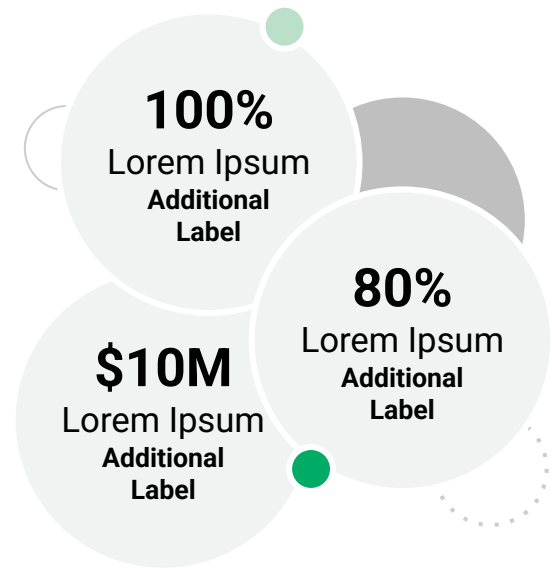
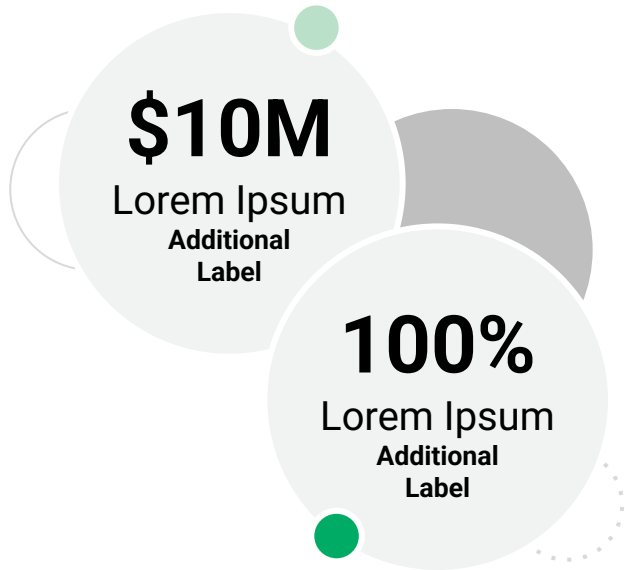
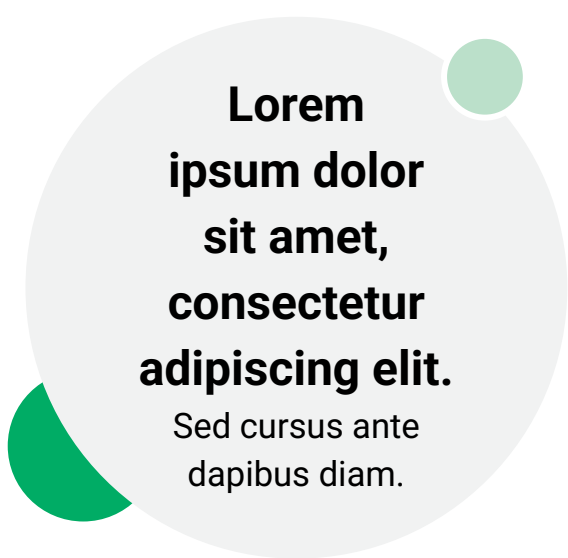
## Endurance Events



# Stat Bubbles



# Stat Bubbles



# Stat Bubbles

A large circular graphic with a solid grey background. It features a large green percentage '25.2%' at the top. Below it, the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed cursus ante dapibus diam.' is written in a black sans-serif font. The circle is surrounded by a dotted green line and several overlapping circles in pink, green, and grey.

**25.2%**

**Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.  
Sed cursus ante  
dapibus diam.**

A circular graphic with a solid grey background. It features a large green percentage '25.2%' at the top. Below it, the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed cursus ante dapibus diam.' is written in a black sans-serif font. The circle is surrounded by a dotted pink line and several overlapping circles in pink, green, and grey.

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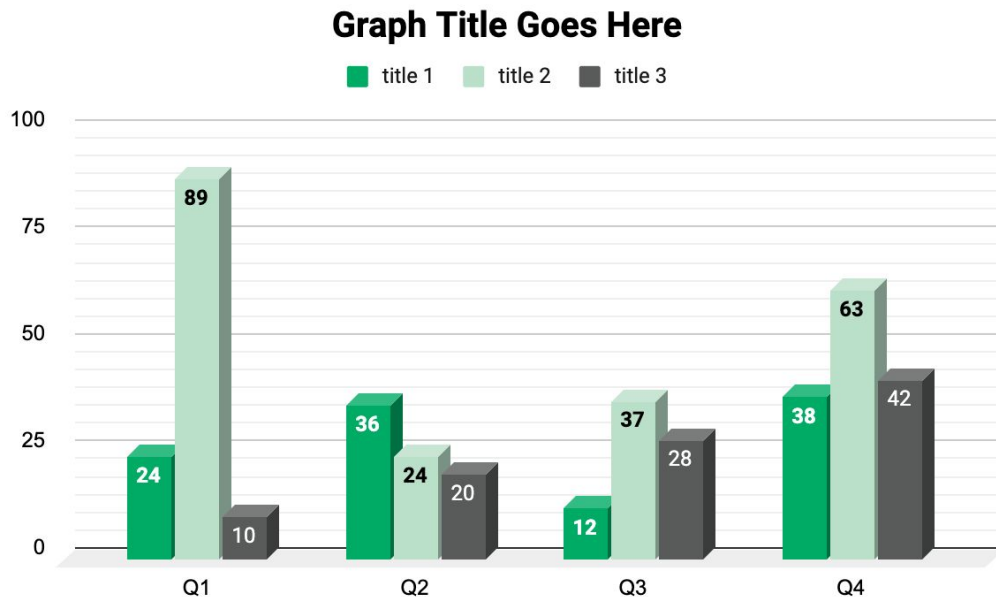
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**Lorem ipsum dolor sit  
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dapibus diam.**

# Basic Charts & Graphs

Chart Title				
Section Title				
Data Title	Data Title	Data Title	Data Title	Data Title
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
Section Title				
Data Title	Data Title	Data Title	Data Title	Data Title
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX

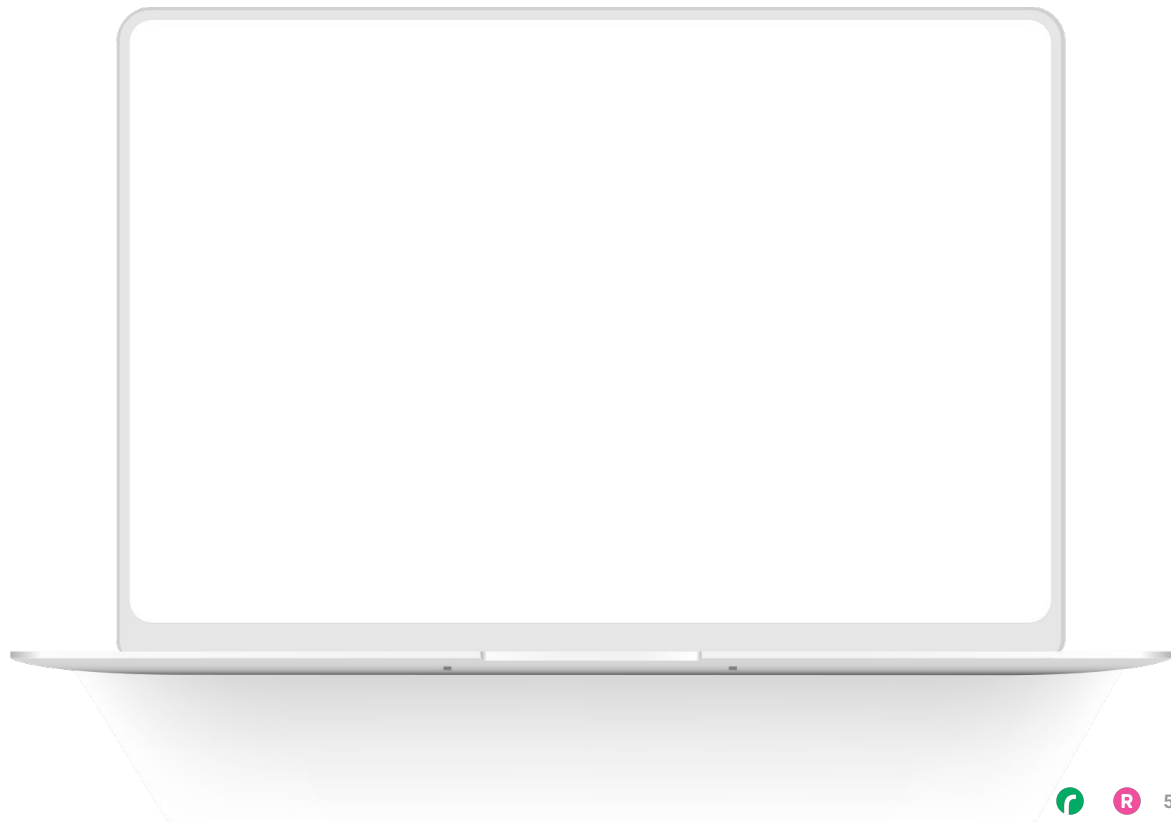


# Screenshot Photography

*Use this layout to showcase product  
screenshots for desktop*

To insert an image:

- Click on the icon on the laptop
- Select “Upload from computer”
- Click through to where your image file is located on your computer, select the file, and hit enter.





# Screenshot Photography

*Use this layout to showcase product  
screenshots for mobile*

To insert an image:

- Click on the icon on the mobile device
- Select “Upload from computer”
- Click through to where your image file is located on your computer, select the file, and hit enter.



# Screenshot Photography

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# Screenshot Photography

*Use these devices to  
create your own layout(s)*



# Live Photography

